



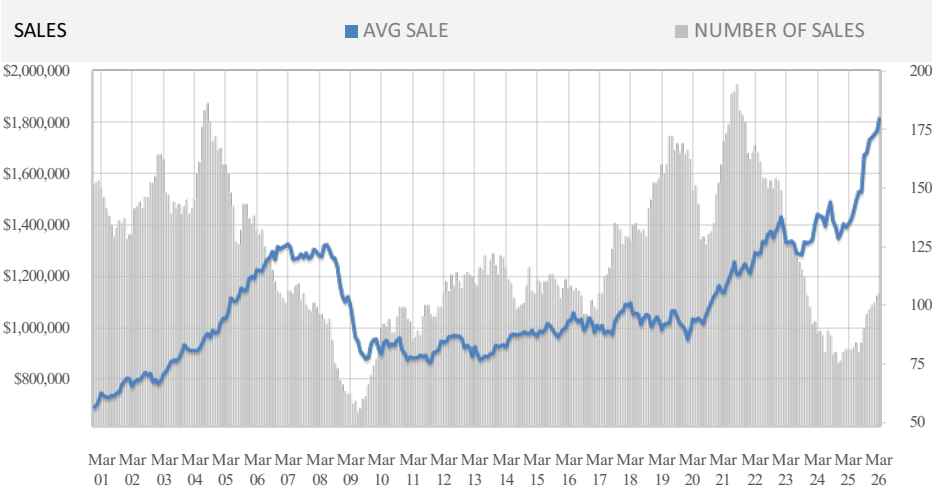
MADISON ADAMS™

REAL ESTATE MARKET REPORT

FRANKLIN LAKES

BERGEN COUNTY—NEW JERSEY—GOLD COAST ON THE HUDSON™

03 2026
MARKET TRENDS
 Monthly Market Report



HOME SALES & MARKET TRENDS

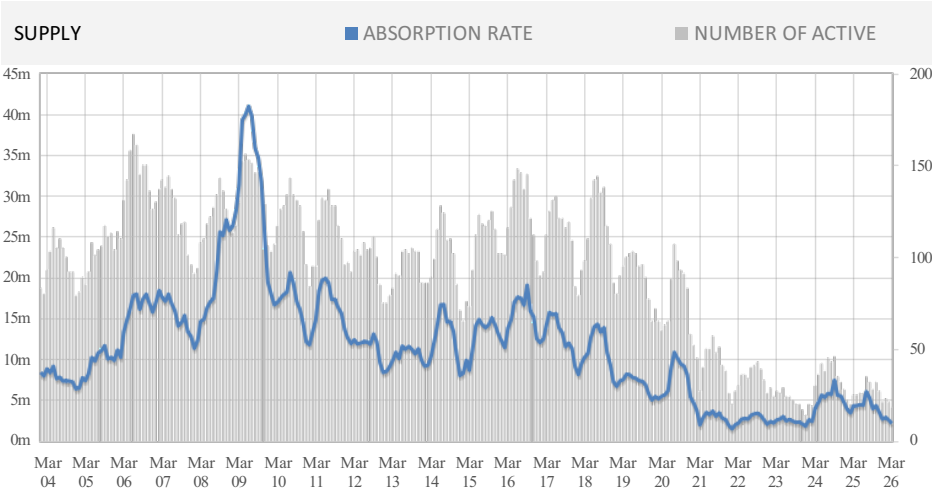
12 MONTH MOVING AVG
 As of 03/31/26

PRICES
 Average Sale

\$1,819,697 ↑

UNITS SOLD
 12 Months

105 ↑



ACTIVE
 March

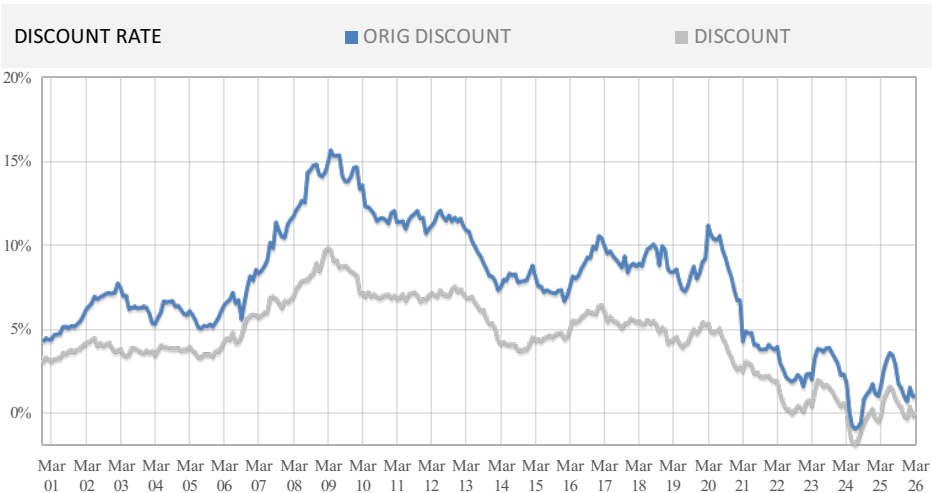
18 ↓

ABSORPTION
 Months

2.2 ↓

ORIG DISCOUNT
 From First List Price

1.0% ↑

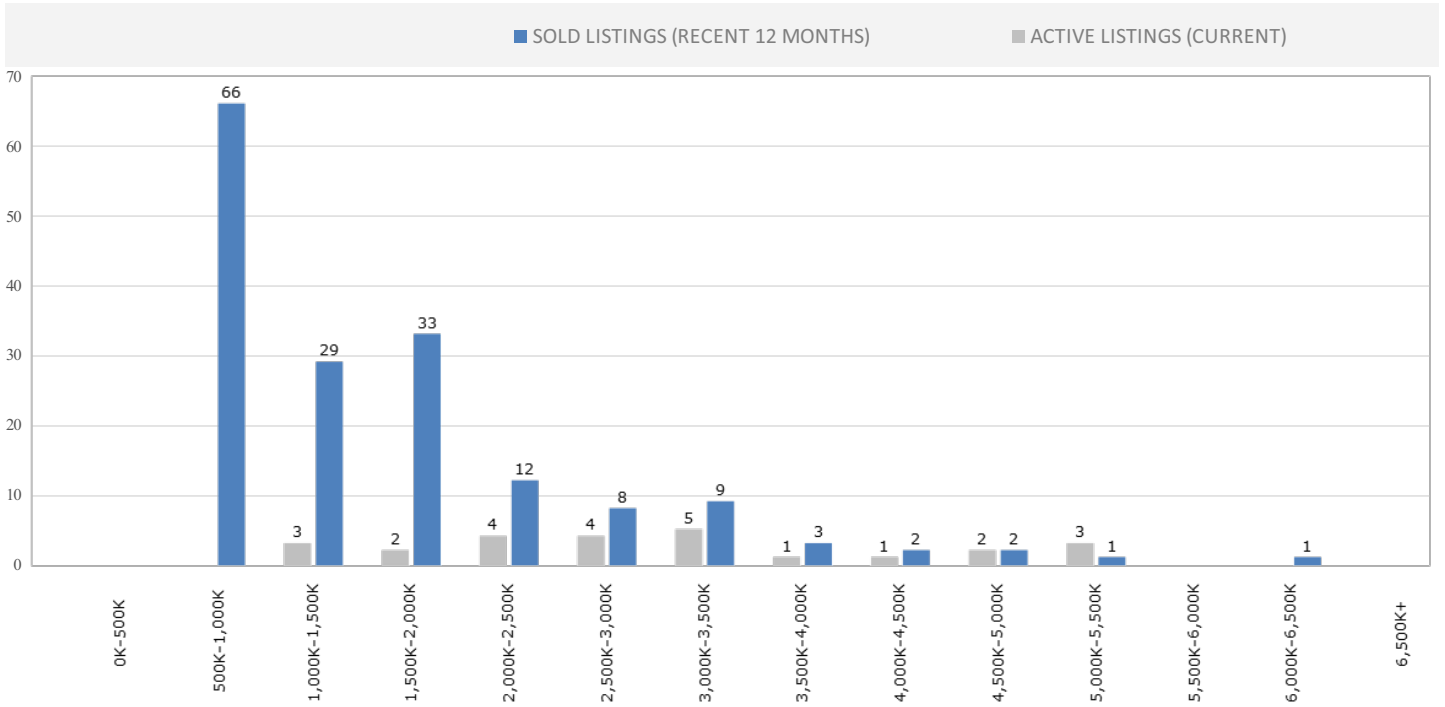


DISCOUNT
 From Last List Price

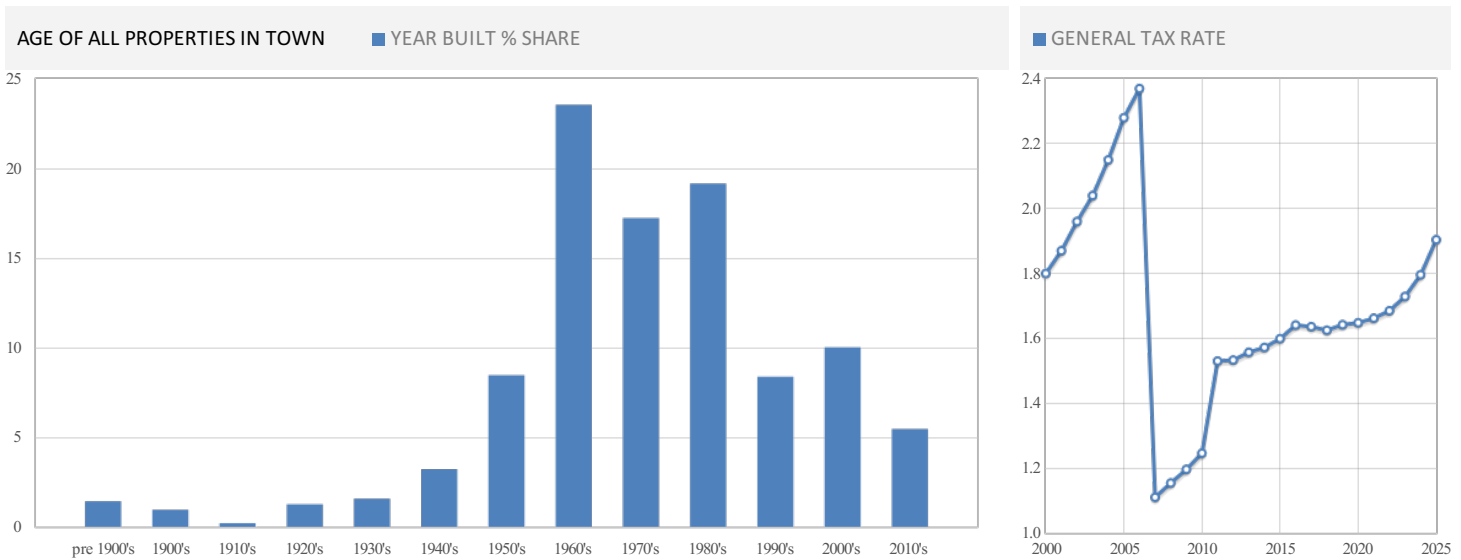
0.1% ↑

TOWN STATS

Population	10,590
Total Housing Units	3,692
Single Family Homes	3,452
General Tax Rate (2025)	1.904%
Effective Tax Rate (2025)	1.400%



VIBRANCY & DEVELOPMENT



For proper use and methodology please go to www.madisonadams.com/reports. For comments or questions about this report please contact us at office@madisonadams.com

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SELLER GUIDANCE - Franklin Lakes is clearly a stronger seller market, with demand outpacing supply and buyers competing for the best homes. Mispricing risk is low, a well-positioned home can usually maintain its pricing posture without needing mid-listing reductions. The recommended approach is to hold price and protect terms, prioritize clean contract structure, limit unnecessary concessions, and use strong positioning to preserve leverage. Closing behavior shows modest discounts, many deals still negotiate slightly below the final asking price, even when the home is well marketed. Practical takeaway: align the list price with the most defensible value range, match the strategy to current leverage and risk, and use early-market feedback, including showing activity, offer quality, and timing to confirm the listing is positioned appropriately. Do not confuse Strong Seller's Market with automatic above-asking outcomes.

MARKET LEVERAGE INDEX (MLI)

The Market Leverage Index (MLI) is a 1–100 score that shows how much negotiating power sellers have right now in your town. Higher scores mean buyers are competing more, and sellers can typically hold firmer on price and terms.

95

STRONG SELLER'S MARKET

Buyers are competing and homes move quickly. Sellers can usually hold firmer on price and terms.

MISPRICING RISK INDEX (MRI)

The Mispricing Risk Index (MRI) is a 1–100 score that estimates how likely a home is to sit longer and require price reductions if it's listed above what buyers are currently paying in the market.

3

VERY LOW MISPRICING RISK

The market is highly forgiving. Well-presented homes can often hold the price without the need for reductions.

DISCOUNT CLIMATE INDICATOR (DCI)

The Discount Climate Indicator (DCI) shows whether homes are typically selling below the final asking price (buyers negotiating discounts) or at/above it (buyers competing and paying premiums).



MODEST DISCOUNTS

Buyers are typically negotiating a small amount below the final asking price. Sellers should expect normal, manageable negotiation.

MARKET PRICING GUIDE (MPG)

The Market Pricing Guide (MPG) helps sellers choose the best listing price approach by showing how strong the market is right now and how risky it is to start too high.



HOLD PRICE AND PROTECT TERMS

Sellers have leverage while buyers compete. Sellers can hold the price and keep concessions tight.